

**Narrative Description of Year 4 Outreach Programs**  
**NN/LM Services for Region 7**  
**January 23, 2004**

PSRML will expand partnerships and implement outreach activities with network members and other institutions and organizations to improve information access for health professionals and members of the public.

**Outreach Awards.** PSRML will fund regional outreach activities to health professionals and to the public through subcontracts (purchase order agreements) with NN/LM members. Four Express Outreach Subcontract Awards of up to \$6,000 each will be funded in Year 04. In addition, \$25,000 has been allocated for Outreach Subcontract Awards for Technology Awareness and Connections in Year 04. Awarded outreach projects will be highlighted on the regional web site and in the newsletter. These proposals may target:

- Public health professionals
- Personnel at a healthcare facility or community agency
- Members of the public (consumers)
- Populations suffering from poor health status
- Geographic areas (rural, inner city) without adequate access to information resources
- Populations without adequate health information literacy skills

Priority will be given to proposals involving outreach to:

- Health professionals working in public health or HIV/AIDS
- Health professionals serving minority populations
- Health professionals in inner cities and rural areas
- Minority populations
- Senior citizens
- Low income populations

Potential demonstration/training/exhibit topics for the outreach awards include:

- Searching PubMed/MEDLINE
- Obtaining consumer health information using MedlinePlus and ClinicalTrials.gov
- Using other NLM databases and resources (e.g., the NLM Gateway or TOXNET)
- Introduction to health resources on the web
- Introduction to using the web
- Evaluating health information
- Providing health reference
- Using technology for information access

**Direct Outreach.** PSRML will continue to follow up on outreach referrals and requests to provide training and other services that promote awareness of and access to electronic health information resources by health professionals and the public.

**Minority Serving Institutions Program.** This program targets health professional students and faculty at colleges that serve minority populations, as identified by the U.S. Department of Education, Office for Civil Rights. PSRML will continue to place priority on contacting librarians at colleges with programs in the health sciences, in order to update them on using NLM and NN/LM resources. These librarians will then be able to assist their faculty and students to better use these resources.

**Public Health Outreach.** PSRML has made two contacts which will contribute to nationwide training efforts to adapt and use a basic training package on using NLM resources. Further training opportunities will be sought with state public health agencies and at public health association conferences. PSRML has made contacts within the region to determine existing collaborative efforts among public health agencies and health sciences libraries, and what library services are available. PSRML will continue working towards increasing these efforts, and will compile recommendations for filling the gaps between what is needed and what is currently available. Public health associations in the region have been contacted to provide information on NN/LM outreach services and to determine opportunities for collaboration.

**Consumer Health Information Services.** PSRML will continue to improve the public's access to health information through a strategy of promotion, training, resource development, collaboration, and ongoing evaluation; these activities will be based on the needs of the public and of intermediaries providing health information to the public.

Intermediaries include Network and other librarians, health care providers (especially public health professionals, health professionals who practice in rural and inner city areas, health professionals who serve minority populations, and unaffiliated health professionals), educators, health advocates, and those working with various community-based organizations. PSRML will direct its efforts towards intermediaries who work with minorities, senior citizens, and low-income populations.

PSRML will promote public awareness and use of NLM and other reputable electronic consumer health information resources through articles, listserv messages, and mailings, as well as through training and exhibits (see Exhibits and Training sections below). In Year 4, it will continue to implement the promotion plan developed in Year 3 to increase the links to MEDLINEplus on public library websites; provide training to increase the confidence and skill level of public librarians in answering health related questions; and promote the NN/LM resource developed to foster relationships between public libraries and community health partners. These last three objectives are consistent with those detailed in the program logic model developed by the task force for the NN/LM outreach program targeting public librarians.

PSRML will continue to contact various regional organizations, offering information and consultation on consumer health information access, and looking for opportunities to expand partnerships and foster collaboration within the region. It will also look for ways to integrate local, state, and regional health information resources with NLM and NN/LM products and services.

PSRML will hold regional meetings of consumer health librarians in Year 4 on an “as needed” basis, to advise PSRML on its consumer health information services program, to provide support in improving community access to health information, and to identify regional opportunities for collaborative research. PSRML will solicit feedback on our programs and services on an ongoing basis via the regional listserv and web site, from the Regional Advisory Committee, from those providing health information to the public, and from the public.

PSRML will continue to follow up on health literacy and health information literacy activities in Year 4, but begin focusing on mental health information resources in Years 4 and 5, identifying needs, resources, competencies, and potential collaborations within the region.

**Training for Electronic Access to Health Information.** Network members will be encouraged to undertake training to meet regional needs; outreach subcontracts and cooperative agreements will provide support for some of this activity. PSRML will make appropriate referrals to the National Training Center and Clearinghouse (NTCC), regional Resource Libraries and Primary Access Libraries, and other sites that may be identified. PSRML will participate with NLM, NTCC, other NN/LM regions, and network members in developing training materials that meet national needs. Network librarians will be encouraged to offer continuing medical education credits to physicians attending approved classes, such as Introduction to PubMed; PSRML will coordinate record-keeping for this effort.

PSRML plans to continue training of regional health professionals, through in-person, hands-on workshops and through distance education. PSRML will give presentations, demonstrations, and training workshops to health and information intermediaries at conferences, meetings, exhibits, etc. throughout the region.

PSRML will offer training to those providing health information to the public. These information intermediaries may include public, school, and other librarians; health care providers; public health professionals; educators; health advocates; and those working in various community-based organizations. PSRML training will focus on effective use of MEDLINEplus, PubMed and other NLM databases, and on finding and evaluating electronic health information resources.

PSRML will work with the Metropolitan Cooperative Library System to coordinate training of network librarians to provide digital reference services for health-related questions as backup to public librarians providing this new service to their patrons.

PSRML will utilize pre- and post-testing to evaluate the effectiveness of training.

**Desk Top Distance Education.** PSRML will create web based tutorials and training modules on a variety of subjects as a way to offer convenient, timely, and customized training on the use of NLM resources, both for network members and other target populations. This content will be made available in streaming media format. This service will enable us to deliver training more effectively to rural parts of the region, where the public health workforce is small in number and distributed across large areas.

**Exhibits and Presentations.** PSRML will provide full support for a minimum of ten national and regional meeting exhibits. At meeting exhibits, PSRML will offer hands-on demos and

instruction in using NLM products and services. We will continue to advertise our presence at these meetings on our web site. PSRML will ensure that appropriate and up-to-date handouts and promotional items are stocked for exhibits and presentations. PSRML will attend regional and state meetings, such as library association meetings and health professional conferences, to make presentations to promote NLM and NN/LM programs and services. PSRML will provide information and demonstrations directly to the public at health fairs, marathons, or other large public gatherings. Contacts with members of the public allow PSRML staff to keep in close contact with the needs and reactions of consumers as they seek information.

PSRML will make every effort to be on conference programs by submitting papers and offering to speak or teach classes. In the current contract year, PSRML has been on the meeting program of diverse groups, for example, a workshop at the Gerontological Society of America Annual Meeting.

PSRML will continue to invite the assistance of NN/LM network librarians in exhibiting at national, state and regional meetings. Network librarians have indicated that they benefit from the interactions with a range of health information seekers, and from interactions with PSRML staff. We are able to share tips with them on effective use of NLM and NN/LM products and services, and we obtain valuable feedback from them. Network librarians will continue to be recruited in this role at MLA chapter meetings, via the PSRML and MLA chapter listservs, the NN/LM web site, and through the PSRML newsletter.

PSRML will evaluate the effectiveness of the exhibits and presentations program with quantitative and qualitative measures.

**Technology Awareness and Integration.** PSRML has reviewed state public health agency and public health association web sites within its region to determine which links to NLM products and services are present. PSRML has begun implementing plans to promote NLM resources by targeting agencies and associations that currently do not have links to the “Partners in Information Access for the Public Health Workforce” web page. Webmasters for all state public health agencies and public health associations in the region have been sent suggestions for adding the “Partners” page via email, and two state public health associations have responded so far. PSRML will continue these promotion efforts, and will also monitor current advances and trends in information technology that may lead to improved access to biomedical information. We will sponsor training or other support, as needed, to promote awareness and integration of technologies that improve access to biomedical information. PSRML staff will continue to increase our technology awareness, in order to be more effective and efficient in achieving organizational goals. Through the Express Outreach Award program, PSRML will offer funding for projects involving the use of technology for information access. In addition, PSRML will fund up to three Technology Awareness Awards, to support forums or fairs that build awareness of new health information technologies in the region.

**Library Improvement.** PSRML will continue to explore the need for and possible approaches to a regional Library Improvement program. We have been working with one library in the Pacific Basin and identified several others that might be candidates for this program. We will continue to look for libraries in remote or rural regions who need to upgrade their libraries.

During Year 4, we will also conduct the Hospital Library Evaluation Survey, a follow-on to previous surveys. This survey might also identify suitable candidates for improvement.

**Connectivity**. We will continue to try to identify inner city, rural, and other health care organizations that do not have sufficient connectivity to access NLM products and services. We are particularly concerned about the connectivity of county and other local health departments so that they may access NLM products and services. Our overarching goal is to assure that all network members have an adequate and reasonable level of Internet connectivity and are able to take advantage of the broadest range of NLM online resources and services as they provide service to health professionals and to encourage, wherever possible, that public health professionals have direct access to these resources as well.

**NN/LM Collaborations**. PSRML will work with the National Library of Medicine and other Regional Medical libraries on development, support, and assessment of outreach and network service initiatives. We will assist with development and evaluation of NLM and NN/LM web-based resources and services, including the national NN/LM web site; collaborative programs such as the Partners in Information Access for the Public Health Workforce and the Electronic Funds Transfer System (EFTS); and NN/LM programs such as the Outreach Evaluation Resource Center, the National Training Center and Clearinghouse, and the National Outreach Mapping Center. We will participate in NN/LM outreach evaluation activities, as outlined in the logic models prepared by the Public Library Outreach Evaluation Task Force and the Public Health Outreach Evaluation Task Force. PSRML will reach out to Native American communities in cooperation with the Tribal Connections Four Corners initiatives.